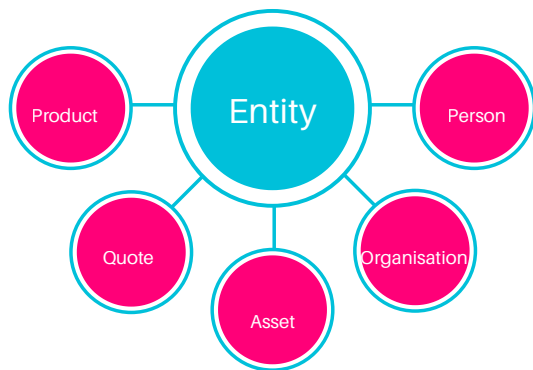# DATACTICS

Scaling Enterprise Matching with Datactics: Global Exchange and Data Analytics Company

At a glance

A global Exchange and Data Analytics company partnered with Datactics to power sub-second and high accuracy data matching of entity data.

The goal: harness the value of the Exchange's vast data pool by automating entity data cleansing and matching to create monetisable data-as-a-service.

Product — Entity — Person
Quote — Asset — Organisation

Key metrics

✓ **Records matched at scale** (500k → 40M+)

✓ **Faster search performance** (<1 second interactive queries)

✓ **Time saved per analyst query** (days → seconds)

✓ **Reduction in uncertain matches / manual review**

✓ **Time saved onboarding new data domains** (weeks → hours)

SITUATION

The Exchange stores billions of entity records on companies, instruments and people in various data sources. Although this data feeds core products and services, efficiently disambiguating records was a persistent challenge. Effective search and data matching relied heavily on exact identifiers, data standards and complex technical queries, often returning multiple plausible results for a single query. Determining the correct entity required additional contextual attributes (e.g. address information, company officer details, company codes, etc.) and frequently involved engineering support, turning what should have been quick analyst queries into days of technical, manual activities.

COMPLICATION

The cost of resolving data ambiguity continued to rise. Matching logic was fragmented across teams and tools, expensive to maintain and slow to adapt as requirements evolved. Analysts depended on engineers for routine changes, creating delays and operational bottlenecks, while uncertain matches required manual review, diverting analysts from higher-value work. Existing solutions lacked the flexibility for SMEs to define precise, attribute-driven matching logic (e.g. confidence scoring, fuzziness and rule tightness) and failed to deliver the required accuracy and speed for data matching at scale.

40M+ records to search and match

Multiple domains (instruments, companies, people)

Weeks to onboard a new matching use case

High manual review due to uncertain matches

RESOLUTION

By partnering with Datactics, the Exchange gained more than a matching tool - it adopted a fundamentally different way of operating enterprise search and matching. Datactics uniquely combines a data-quality-first approach with enterprise-scale matching, proving that high accuracy and sub-second speed and performance can co-exist.

The result was significant. Analysts and the Exchange's clients can now rely on data quality, speed and match accuracy and they have proven that complex entity data resolution can be achieved for all entity data domains by a small team of SMEs using the Datactics platform.